

BID BOARD NOTICE

PROCUREMENT ID NUMBER: PHPA-S1368

ISSUE DATE: August 29, 2013

TITLE: Maryland Cancer Fund - Donation Promotion - Statewide Advertising 2014

READ THE ENTIRE SOLICITATION BEFORE SUBMITTING YOUR PROPOSAL

**THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL
PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07**

This is a Small Business Reserve (SBR) procurement, only registered SBRs may respond. Please apply at <https://www.smallbusinessreserve.maryland.gov/> to see if your business qualifies. Your SBR number must be included on the Bid Page.

Summary Statement

The Maryland Cancer Fund, (hereafter referred to as MCF) within the Maryland Department of Health and Mental Hygiene (DHMH) is soliciting a TV/Media outlet to implement a television and web media campaign to encourage donations to the MCF over a selected six (6) week period (See page 3 for the selected airing dates of the campaign.) The 30-second television commercial is pre-recorded and will be provided. The contract will commence on October 31, 2013 and end April 30, 2014.

Over the course of the six week period, DHMH would like to promote donations to the MCF through television and web media outlets within a single vendor. The target audience for the donation promotion is Maryland Taxpayers of all ages within the State of Maryland who are preparing to file their 2013 Maryland Income Taxes.

More information on the MCF is available in the Background section below.

Background

Cancer is the second leading cause of death in the State of Maryland. The American Cancer Society estimates that for 2013, nearly 30,680 Marylanders will be diagnosed with cancer and over 10,480 Marylanders will die from cancer in Maryland. The Center for Cancer Prevention and Control (CCPC) at DHMH directs statewide cancer activities aimed at reducing the burden of cancer within Maryland. The Center administers the MCF.

The MCF is supported solely through direct donations to the fund from Maryland tax payers. The MCF is a resource for funding for cancer treatment, prevention, and screening in Maryland.

Since the MCF was started in 2004, over 650 people have received cancer screenings and over 150 people have received cancer diagnosis and treatment services with this funding.

Previous media promotion has been employed to promote donations to the MCF. DHMH believes that targeting tax payers during the tax season is the best method to increase the amount of money donated to the MCF. If every tax payer in Maryland donated even a few dollars, hundreds of Marylanders would benefit from cancer prevention, early detection, and cancer treatment.

Scope of Work

The selected offeror shall:

A. Recommend to the Department a media strategy which will promote donations to the MCF during peak programming hours/viewership times and with television and web media venues while also maximizing the number of times the MCF message may be relayed to the offeror's audience.

B. Utilizing the MCF logo and web banner that will be provided, the offeror will develop appropriate MCF donation messaging spots for the television and web messages and include any required logos or tags or disclaimers as needed. The MCF will provide the MCF and the Department's logo and other mandatory tags or disclaimers to the selected vendor. Any cost associated for development of the MCF donation messaging will be included in the offeror's bid. All produced messages/ advertisements will be the property of DHMH. The offeror must supply DHMH with electronic copies, in a format usable to DHMH, of all messages/advertisements produced.

C. All messages must be approved by DHMH prior to placement/airing.

D. Provide a work plan outlining the sponsorship opportunity that includes a specific timeline of placement of the MCF messaging. Offeror must be able to deliver a completed media schedule within five days of contract award to allow for review and approval by the Department. If necessary, offeror shall make edits at the Department's request.

E. Provide a schedule including days and times of where and when the MCF messaging would air/appear on the given medium, focusing on times of peak programming/viewership.

F. Provide a report of when MCF messaging aired/appeared and the number of impressions during the six-week time period.

Proposal Submissions

The offeror shall complete the attached Bid Form (page 7) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. Technical proposals shall be no longer than six (6) pages (this excludes budget, budget narrative, and any attachments regarding station reach and viewership). In addition, the offeror shall send samples of previously produced advertisements for review (these samples will be returned to the offeror upon request following

the selection of the vendor). One original and three (3) copies should be mailed or hand-delivered to the Procurement Officer.

Technical proposals shall include:

- A. Background Information:
 - 1. Organization Name
 - 2. Name, address, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
 - 3. The offeror's federal identification number.
- B. The proposed station(s) and television and web venues on which the MCF messaging will air/appear including the geographic coverage and listener/reader/viewer profile and reach of the venue(s). The offeror shall identify why the particular venue captures the Department's target audience.
- C. A work plan outlining the sponsorship opportunity that includes a specific timeline of the placement of the MCF donation messaging and the offeror's ability to deliver the MCF donation messaging within 15 days of contract award to allow for review and approval by the Department.
- D. The offeror shall submit a media buying schedule that maximizes viewership/airtime/ readership and reflects the times and where the MCF messaging will air/appear for the following selected six (6) week period. The offeror shall identify the total number of times that the MCF messaging shall be aired/appear during the six-week period. The television commercial is pre-recorded and will be provided.

Week 1: February 2, 2014 – February 8, 2014
Week 2: February 16, 2014 – February 22, 2014
Week 3: March 2, 2014 - March 8, 2014
Week 4: March 16, 2014 – March 22, 2014
Week 5: March 30, 2014 – April 5, 2014
Week 6: April 6, 2014 – April 12, 2014
- E. The offeror shall describe any promotional added value that can be offered to the State, above and beyond the number specified on the bid page.
- F. Samples of previously produced web/print advertisements shall be submitted for review. DHMH shall return samples to offeror upon request following the selection of a vendor.
- G. A Line Item Budget: A suggested template for the budget proposal is included as Attachment I (page 7).
- H. Budget Narrative to accompany the line item budget. The Budget Narrative shall include an explanation/rationale for each line item in the budget; a breakdown of

costs for each line item; any other information needed to explain income/expenses concerning the project.

- I. Offerors shall disclose all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated. If the offeror is receiving other funding for other cancer control fundraising efforts, please describe how this funding is being used and the source of the funding.
- J. Offerors shall submit a completed bid page.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland and the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. How clear and relevant is the offeror's described listener/viewer/reader profile and how well does the venue capture the Department's target audience?
- B. Is the offeror's work plan timeline realistic for approval and placement?
- C. How clear is the offeror's schedule of when the MCF messaging shall air/appear and are the proposed times sufficient to reach the intended audiences with maximum viewership/readership?
- D. How well does the offeror's proposal provide airtime/viewtime and do the numbers of appearances/airtime maximize State resources?
- E. How strong is the offeror's proposed value-added component?
- F. Does the offeror have any conflicts of interest?

Contract Term

The term of this contract shall be on or about October 31, 2013 through April 30, 2014.

Billing

Payment will be made upon receipt of acceptable deliverables and invoices from the contractor. The selected offeror shall bill the Department 50% upon receipt of the contract. The remaining 50% will be billed upon satisfactory completion of project deliverables and receipt of a final itemized invoice from the Contractor. A final invoice for services rendered along with a report of all media activities must be submitted no later than May 7, 2013.

Invoices must be on company letterhead and include contractor's name, address, date, line item breakdown, Tax ID #, contract number, Blanket Purchase Order (BPO) number, and signature in order to be processed.

Bid Submission Information

Interested parties should submit bids using the attached “Bid Page.”

SUBMISSION DEADLINE

Bids must be mailed or hand-delivered and must be received by the **PROCUREMENT OFFICER NO LATER than 2:00 P.m. on October 1, 2013** in order to be considered. Submission envelope must show the Procurement ID number.

Bidders who hand-deliver proposals are requested to please ask the building’s security desk for a visiting pass and go to the third (3rd) floor, room 306 and ask for Michael Trombetta. *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders that have a courier deliver proposals are requested to please ask the building’s security desk to telephone the **PROCUREMENT OFFICER** (Michael Trombetta, 410-767-5039). *NOTE: When dropping off the bid, please obtain a receipt indicating bid was received.

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **PROCUREMENT OFFICER**. Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered. Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **Procurement Officer**. For any response that is not hand-delivered, the bidder must confirm, at least 60 minutes before the deadline, that the bids were received in PHPA Procurement. PHPA is not responsible for bids dropped off in the mailroom.

No fax or email will be accepted.

Questions regarding this solicitation should be directed (By e-mail only, no telephone call will accepted.) to the **PROCUREMENT OFFICER**

PROCUREMENT OFFICER:

Michael J. Trombetta
Procurement Officer
Prevention and Health Promotion Administration
Department of Health and Mental Hygiene
201 W. Preston Street Room 306
Baltimore, MD 21201

Phone: [410-767-5039](tel:410-767-5039)

Fax: [410-333-7106](tel:410-333-7106)

E-Mail: michael.trombetta@maryland.gov

ISSUING OFFICE:

Courtney Lewis, M.P.H., C.H.E.S.
Director, Center for Cancer Prevention and Control
Prevention and Health Promotion Administration
201 West Preston Street, 3rd Floor
Baltimore, MD 21201

**MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO
RESPOND TO THIS SOLICITATION**

BID PAGE

**Maryland Department of Health and Mental Hygiene
Center for Cancer Prevention and Control
Maryland Cancer Fund - Donation Promotion – Statewide Advertising Campaign 2014**

**A) Vendor Name/Address/Contact Name & Phone/Federal Identification Number:
- (facility must guarantee handicap accessibility) -**

B) Small Business Reserve (SBR) Number: _____

C) Submit a specific proposal based on a guarantee of the proposed number of times that the MCF messaging shall be aired/appear during the selected six week period defined below. The 30-second television commercial is pre-recorded and will be provided.

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Week 6: April 6, 2014 – April 12, 2014**

D) Total number of times that the MCF donation messaging shall be aired/appear

Total cost of all media sponsorship \$_____

Total Cost shall equal \$24,000

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in PHPA-S1368.

ATTACHMENT I

Department of Health and Mental Hygiene

Line Item Budget Template* (Total cost must equal \$24,000)

Budget Period from October 31, 2013 to April 30, 2014

BUDGET ITEM	COST
1. Television Airtime	
2. Web Placement	
3. Other	
4. TOTAL COST	

ORGANIZATION'S NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____

** Budget Narrative must include full breakdown of costs for each line item.*